

CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

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- 1 1. A method for providing content, comprising:
2 determining at least one attribute of a person;
3 determining a content segment based, at least in part, on said at least one attribute
4 of said person; and
5 providing said content segment to a device associated with said person, wherein
6 said device is capable of transmitting said content segment.
 - 1 2. The method of claim 1, wherein said determining at least one attribute of a person
2 includes at least one of the following:
3 receiving data indicative of said at least one attribute;
4 receiving data indicative of said at least one attribute and selecting from among a
5 plurality of people at least one person who possesses said attribute;
6 receiving data indicative of a location of said person;
7 receiving data indicative of a location of said device;
8 receiving data indicative of a topic of interest to said person; and
9 receiving data indicative of a preference of said person.
 - 1 3. The method of claim 1, wherein said determining a content segment based, at
2 least in part, on said at least one attribute includes at least one of the following:
3 receiving a request for a specific content segment;
4 receiving a command for a specific content segment;
5 receiving an instruction to provide a specific content segment;
6 receiving data indicative of a selection of said content segment by said person;
7 receiving data indicative of a selection of said content segment by said device;

8 receiving data indicative of a preference for said content segment by said person;
9 and
10 providing said person an option of at least two content segments and allowing
11 said person to make a selection from among said at least two content segments.

1 4. The method of claim 1, wherein said providing said content segment to a device
2 associated with said person includes at least one of the following:
3 sending a notification to said device, said notification including data indicative of
4 said content segment;
5 sending a notification to said device, said notification including data indicative of
6 a location of said content segment;
7 receiving data indicative of said device; and
8 determining said device.

1 5. The method of claim 1, wherein said transmitting said content segment includes at
2 least one of the following:
3 broadcasting said content segment within a localized area containing said device;
4 broadcasting said content segment within a localized area containing said person;
5 broadcasting said content segment via a Bluetooth compliant device;
6 transmitting said content segment via a wireless signal; and
7 wirelessly transmitting said content segment to another device.

1 6. The method of claim 1, wherein said attribute of said person includes at least one
2 of the following:
3 a location of said person;
4 a location of said device;
5 a citizenship of said person;
6 a nationality of said person;
7 a residence of said person;

8 a preference of said person;
9 a topic of interest to said person;
10 travel experience of said person;
11 an occupation of said person;
12 a marital status of said person;
13 an income level of said person;
14 an educational background of said person;
15 a group said person is affiliated with;
16 an employment status of said person;
17 a gender of said person;
18 a race of said person;
19 age of said person;
20 an age range that includes an age of said person;
21 a medical history of said person;
22 a medical condition of said person;
23 a social status of said person;
24 a demographic characteristic of said person;
25 a demographic profile of said person;
26 an attribute of a device associated with said person;
27 an attribute of a device associated with at least one other person associated with
28 said person;
29 an attribute of a device carried by another person in proximity to said person;
30 an attribute of a device associated with at least one other person in proximity to
31 said person.
32 an attribute of at least one other person associated with said person; and
33 an attribute of at least one other person in proximity to said person.

1 7. The method of claim 1, wherein said content segment includes at least one of the
2 following:

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3 educational content;
4 entertainment;
5 training materials;
6 an advertisement;
7 a survey;
8 a question;
9 an animation;
10 a sound file;
11 a video clip;
12 a multimedia file;
13 an image;
14 software code;
15 text material; and
16 rich media.

1 8. The method of claim 1, further comprising:
2 determining said localized area.

1 9. The method of claim 1, further comprising:
2 providing a notification of said content segment to a second device.

1 10. The method of claim 1, further comprising:
2 providing a notification of said content segment to a second person.

1 11. The method of claim 1, further comprising:
2 determining an attribute of said device.

1 12. The method of claim 1, wherein said attribute of said device includes at least one
2 of the following:

3 accessibility of said device;
4 availability of said device;
5 operational speed of said device;
6 a display capability of said device;
7 storage capacity of said device; and
8 transmission capability of said device.

1 13. The method of claim 1, further comprising:
2 determining said device.

1 14. The method of claim 13, wherein said determining said device includes at least
2 one of the following:

3 determining a device carried by a person in proximity to said person;
4 determining a device associated with a person associated with said person;
5 selecting said device from a plurality of devices associated with said person;
6 selecting said device based, at least in part, on capacity of a communication
7 channel to said device;
8 selecting said device based, at least in part, on said content segment; and
9 selecting said device based, at least in part, on an attribute of said device.

1 15. The method of claim 1, further comprising:
2 determining said person.

1 16. The method of claim 15, wherein said determining said person includes at least
2 one of the following:

3 receiving an identifier associated with said person;
4 selecting said person from a group of potential recipients of a content segment;
5 identifying said person from data included in a request to provide a content
6 segment;

13 an area not greater than one square meter;
14 an area surrounding a device;
15 an area surrounding an object;
16 an area surrounding a person;
17 an area within reception range of a Bluetooth compliant transmission device; and
18 an area surrounding a transmitter of said content segment.

1 22. The method of claim 1, further comprising:
2 determining an identity of said person.

1 23. The method of claim 1, further comprising:
2 determining a rule governing transmission of said content segment by said device.

1 24. The method of claim 1, further comprising:
2 receiving confirmation of said attribute.

1 25. The method of claim 1, further comprising:
2 receiving a notification that said content segment has been received by said
3 device.

1 26. The method of claim 1, further comprising:
2 receiving a notification that said content segment has been transmitted by said
3 device.

1 27. A method for providing content, comprising:
2 transmitting at least one wireless signal within a localized area, said at least one
3 signal being indicative of availability of a plurality of content segments within said
4 localized area; and

5 transmitting at least one of said plurality of content segments via a wireless signal
6 within said localized area.

1 28. The method of claim 27, wherein said localized area includes at least one of the
2 following:

- 3 a room;
- 4 a plurality of rooms;
- 5 an area not greater than one hundred and fifty square meters;
- 6 an area not greater than one-hundred and twenty square meters;
- 7 an area not greater than seventy-five square meters;
- 8 an area not greater than fifty square meters;
- 9 an area not greater than twenty-five square meters;
- 10 an area not greater than ten square meters;
- 11 an area not greater than five square meters;
- 12 an area not greater than two square meters;
- 13 an area not greater than one square meter;
- 14 an area surrounding a device;
- 15 an area surrounding an object;
- 16 an area surrounding a person;
- 17 an area within reception range of a Bluetooth compliant transmission device; and
- 18 an area surrounding a transmitter of said content segment.

1 29. The method of claim 27, wherein said localized area is a room.

1 30. The method of claim 27, further comprising:
2 receiving a notification regarding a selection of one of said plurality of content
3 segments.

1 31. The method of claim 27, further comprising:

2 receiving a request to transmit at least one of said plurality of content segments.

1 32. The method of claim 27, wherein transmitting at least one of said plurality of
2 content segments via a wireless signal within said localized area includes transmitting
3 said at least one of said plurality of content segments via a wireless signal at least twice
4 during a designated time period.

1 33. A method for receiving content, comprising:
2 receiving data indicative of availability of at least one content segment within a
3 localized area; and
4 locating a device within said localized area, wherein said device is capable of
5 receiving a signal indicative of said at least one of said at least one content segment.

1 34. The method of claim 33, wherein said receiving data indicative of availability of
2 at least one content segment within a localized area includes receiving said data while
3 said device is in said localized area.

1 35. The method of claim 33, further comprising:
2 transmitting data indicative of said at least one content segment within said
3 localized area;
4 transmitting data indicative of said at least one content segment outside said
5 localized area;
6 receiving said data while outside said localized area and transmitting data
7 indicative of said content segment within said localized area; and
8 receiving said data while inside said localized area and transmitting data
9 indicative of said content segment within said localized area.

1 36. The method of claim 33, further comprising:
2 selecting said at least one of said at least one content segment.

